

SOCIO-ECONOMIC BACK GROUND STUDY OF KERALA TOURISTERS-A ANALYTICAL STUDY

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ABSTRACT

This article studied about socio – economic background of Kerala’s Touristers. Here, the researcher randomly selects fifty respondents from the tourist population. This research work studied about various demographic factors of the respondents like., Gender, Age, Occupation, Type of planning for trip, Budget for trip etc , Data were collected through primary as well as secondary basis. The primary data collected through well defined questionnaire and secondary data collected through the websites, books, journals, magazines etc... Tourism Industry in India is one of the most lucrative industries in the country and contributes substantially to foreign exchange earned. Kerala is well known tourist place in an India and also it’s contributing maximum tourism income for our country. Kerala the tiny state in the central tract at the extreme southwest corner of the Indian Peninsula has received worldwide acclaim in the recent years for it’s exceptional development pattern, often hailed as ‘Kerala model of Development’. The economy of Kerala is one model and object lesson an economy which operates at a low economic level, but which ensures a high quality of life to its people. In fact, the genesis of this development strategy and the ‘Kerala Model’ does not lie entirely with the state Governments in the Post-independence period, but many be traced to the pre- independence colonial period of the state under the native kings too. So, the researcher interest to study this topic.

Keywords: *Tourism, Kerala, Marketing, Touristers, Socio, Economic etc...*

INTRODUCTION

In India, Tourism is important for the country's economy and is rising fast. The Globally Travel and Tourism Council intended that tourism generated ₹16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its whole employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be value US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020. In 2014, 184,298 foreign patients traveled to India to seek medical treatment.

The state Kerala called as, "*God's Own Country*" because, its home to the languid backwaters, long coastlines, sprawling tea gardens, and colorful dance forms. Located on the Malabar Coast of Southern India, it is a tiny sliver of paradise that is also one of the best tropical tourist destinations one can look for.

Kerala is one of a small number of states to have marketed its natural beauty fruitfully to the leisure tourism sector. At current prices, Kerala's GSDP was about Rs 8.76 trillion (US\$ 125.27 billion) in 2019-20. The state's GSDP recorded a CAGR of 11.59 per cent between 2011-12 and 2019-20.

Kerala can be termed as the land of spices, considering the large variety of spices grown in the state. Kerala is the largest producer of pepper in India and accounts for a lion's share in India's production. Apart from pepper, other spices produced in the state include ginger, cardamom, nutmeg, tamarind, etc. During 2019-20 (till Sept 19), spices export from the state stood at US\$ 208.89 million.

Kerala has a wide range of fiscal and policy incentives for businesses under the Industrial and Commercial Policy and has well-drafted sector-specific policies. According to Department for Promotion of Industry and Internal Trade (DPIIT), during April 2000 to June 2019, FDI inflows into Kerala, including Lakshadweep, totaled to US\$ 2.24 billion. Total merchandise exports from the state stood at US\$ 9.77 billion during 2018-19. During 2019-20 (till September 2019), the exports stood at US\$ 5.09 billion.

CONCEPT AND REVIEW OF LITERATURE

A literature review is a survey of scholarly sources on a specific topic. It provides an overview of current knowledge, allowing identifying relevant theories, methods, and gaps in the existing research.

Hamley (1991) discussed the potential and hindrances in tourism development in the North Western parts of Canada. Although these territories have a large tourism potential, the hindrances like unskilled labour, lack of facilities in major airports, high prices, poor transportation, shortage of camp grounds, litter and the low quality of hotels and information facilities come in the way of tourism development. It has been concluded that community based tourism should be encouraged with stress on tourism that is substantially owned and operated by Northerners.

Abraham Pizman (1994) has investigated the differential perception of residents, entrepreneurs and tourists towards negative environmental impact of tourism on the Greek island of Mykonos where he interviewed 115 residents, entrepreneurs and tourists in Hora, the capital city of Mykonos and found perception gaps between tourists and other two groups in his study. Tourists considered both residents and entrepreneurs to be more responsible than themselves for the negative environmental impacts of tourism. No gap was found between residents and entrepreneurs responses. Both entrepreneurs and residents perceived the environmental impacts to be lower than tourists did. The most interesting finding was that all the three groups, including residents themselves, considered the residents to be more responsible than anyone else for the creation of negative impacts of tourism

Sonmez and Graefe (1998) explored in their study the relationships between selected factors and several key stages of the international vacation tourism decision making process wherein the international attitude, risk perception level and income were found to directly influence international vacation destination choice and touristic experience and education were indirect influences.

Boris Vukonic (2002) explains and supports the idea that the economic impacts of religious tourism should not be neglected or underestimated although religious institutions have

traditionally attempted to downplay this in the past. He argued that religion and tourism have much in common.

Morrison, (2002) Kerala's houseboat ride is prime attraction of tourist. It has great potential for growth and best example of environmentally friendly tourism product. Nevertheless, lack of uniform standards and small operator resource constraints may result in below eco- standard products that place increasing pressure on the already delicate eco-system.

Smitha,(2009) State government should set some standards for houseboat and should give preference to local people by offering monetary assistance to improve their houseboat standards. Local community participation plays crucial role in the tourism development. Kerala has taken number of initiatives for selling tourist products Ayurveda, backwaters, festivals, etc., and has made 'Kerala Tourism' a super brand. This sets an unique example for other states to include such new products for promoting tourism.

Bonham and Mak (2006) reviewed the recent trends in travel and tourism in the United States and Hawaii to ascertain how the terrorist attack of 9/11 and subsequent terrible global events affected tourism flows.

Prasad Purna (2008) analysed the problems and prospects of tourism in Kerala and to manage tourism effectively by employing new management strategies. It was found out that the tourist information centres in Kerala are inadequate, basic amenities are absent in tourism centres, non-availability of trained guides, cleanliness to be developed, taxi drivers to be more humane and pleasing etc. The suggestions included getting feedback from tourists, distribute tourism publicity material at airports, proper sign boards and so on

Richins (2009) discusses an inclusive community based sustainability framework with a focus on a resort destination in providing a potential model for more inclusive long range destination planning and implementation. The model attempts to address the many difficult challenges of development through more inclusive and comprehensive long range destination planning, implementation and management.

Moutinho, Vanherwade and Krystel (2013) tried to develop a list of best practices and recommendations for sustainable tourism and ecotourism that are specific to Himachal Pradesh. This report analyses tourist locations for their capacity to sustain ecotourism at potential ecotourism sites in Himachal Pradesh.

Bassia et al. (2014) has highlighted the aspects of wetlands that have been worked upon as well as those that have not been noticed yet. They are of the view that the limnological studies have remained a primary concern in most of the wetland studies. However, the physical, socio-economic and the institutional processes that bring about those limnological changes have not been taken into consideration. Thus, the authors point out that more attention is required to be given towards these aspects in the form of better management policies for these wetland ecosystems that are under a consistent natural and anthropogenic threat.

OBJECTIVES OF THE STUDY

- To examine about socio-economic background of the Touristers of Kerala state,India.
- To suggest the suitable suggestions for promoting Tourism in Kerala State,India.

RESEARCH METHODOLOGY

This study mainly based on the primary data. Questionnaire was framed to collect the data from the respondents (Touristors) for Kerala State, India. Respondents are selected through random basis. This study used secondary data also. The secondary data collected through published journals, books, magazine etc...This study conducted through randomly around 50 people are the respondents in Kolikode and Ernakulum surrounding places.

STATEMENT OF THE PROBLEM

This study has been made to analyses the socio-economic back ground of the respondents (Touristors) in Kerala State, India. Here, the researcher covers the views expressed by various informants representing government, private institutions and that of tourists in Kerala.

The State of Kerala ranks high in terms of literacy; it faces the crucial problem of unemployment and underemployment. Therefore it is clear that the services sector is the most preferred path for alleviating the problem of unemployment and also for 14 generating income for economic development in Kerala. All these call for establishment of business which is best suited to our economy and think in terms of service industries like tourism. Now this sector

generates income both in domestic and external fronts and provides employment opportunities to the people of Kerala.

ANALYSIS AND INTERPRETATION

This part study about, how conceptual framework relate to the real factor.

SOCIO-ECONOMIC BACK GROUND OF THE RESPONDENTS

TABLE-1

GENDER WISE CLASSIFICATION

Sl.No	Gender of the Respondents	No. of respondents	% of the Respondents
1	Male	31	62%
2	Female	19	38%
	Total	50	100

Source: Primary Data

The above table indicates that, Gender wise classification of the respondents. Here, majority (62%) of the respondents belongs to Male category. Below half of the (38%) of the respondents are belong to Female category.

TABLE-2

AGEWISE CLASSIFICATION OF THE RESPONDENTS

Sl.No	Age of the Respondents	No. of the respondents	% of the Respondents
1	Below 30 years	20	40%
2	31-40 years	12	24%
3	41-50 years	11	22%
4	Above 50 years	8	14%
	Total	50	100

Source: Primary Data

The above analysis shows age wise classification of the respondents. Under the age of 30 years respondents are visit the tourist places is higher (40%) than compare to other age people.

TABLE-3
OCCUPATIONWISE CLASSIFICATION OF THE RESPONDENTS

Sl.No	Occupation	No. of the Respondents	% of the Respondents
1	Business	11	22%
2	Services	05	10%
3	Students	23	46%
4	Profession	07	14%
5	Others	04	08%
	Total	50	100

Source: Primary Data

This table shows that, occupation wise classification of the respondents. Nearly half of the (46%) of the respondents are comes under the category of 'student'. Next, 22% of the respondents are doing Business. Here, 10% (5 nos) of the respondents are doing services for the society. Lowest (8%) percentage of the respondents are comes under the head of 'others'. They are doing like private employee, house wives, contract workers, daily wager, etc...,

TABLE-4
BUDGET WISE CLASSIFICATION OF THE RESPONDENTS

Sl.No	BUDGET	No. of the Respondents	% of the Respondents
1	Up to Rs.10,000	18	36
2	10,001-20,000	16	32
3	20,001-30,000	12	24
4	Above 30,000	4	08
	Total	50	100

Source: Primary Data

The above analysis shows that, 'Budget for the Trip' wise classification of the respondents. Result of this table is 36% respondents are planned to spend below Rs.10,000 only. Next, 32% of the respondents are comes under the category of Rs.10,000- Rs.20,000. In the head of '20,001-30,000' category have 24% of the respondents. Low (08%) level of respondents are ready to spend only above Rs.30,000.

TABLE-5
MODE OF TRANSPORT WISE CLASSIFICATION OF THE RESPONDENTS

Sl.No	MODE OF TRANSPORT	No. of the Respondents	% of the Respondents
1	Bus	28	56
2	Airplane	07	14
3	Car	05	10
4	Train	10	20
	Total	50	100

Source: Primary Data

The above table shows that, 'Mode of Transport' of the respondents. Here, above half (56%) of the respondents are using bus for their trip. Next, 20% of the respondents are using train services. 14% of the respondents are using the airline services. The minimum (10%) of the respondents are using car for their trip.

TABLE-6
TOUR OFTEN PLACES WISE CLASSIFICATION OF THE RESPONDENTS

Sl.No	TOUR OFTEN PLACES	No. of the Respondents	% of the Respondents
1	Hill Stations	14	28
2	Historical Places	07	14
3	Deserts	08	16
4	Beaches	11	22
5	Commercially Busy Cities	10	20
	Total	50	100

Source: Primary Data

In this analysis state that, nearly one third (28%) of the respondents are like to visit the hill stations. 22% of the respondents are planned trip for visit the beaches of Kerala. The Kerala is famous for banana chips, graceful dress, tea and coffee, works of art, aromatic spices, beverages, oil, etc.,, so, 20 % of the respondents are likely to bought these things.

TABLE-7
TOUR TRIP DAYS WISE CLASSIFICATION OF THE RESPONDENTS

Sl.No	TOUR TRIP DAYS	No. of the Respondents	% of the Respondents
1	1-2 days	10	20
2	3-5 days	20	40
3	A Week	12	24
4	A Month	08	16
	Total	50	100

Source: Primary Data

The above table indicates that, days for the trip of the selected respondents. Almost half (40%) of the respondents are planned to 3 to 5 days for their trip. 12 (24%) no of respondents are planned their trip for 'a week'. One-fourth (20%) of the respondents are selecting the trip for 1-2 days only. At the other hand 16% (08 nos) of the respondents are planned the trip for 'a month'.

FINDINGS OF THE ANALYSIS

- Majority (62%) of the respondents belongs to Male category.
- Between the ages of 0-30 of the respondents are visit the tourist places is higher (40%) than compare to other age people.
- Nearly half of the (46%) of the respondents are comes under the category of 'Student'
- 36% of the respondents are planned to spend below Rs.10,000 only.
- Above half (56%) of the respondents are using bus for their trip.
- One third (28%) of the respondents are like to visit the hill stations.
- Nearly half (40%) of the respondents are planned to 3 to 5 days for their trip.

SUGGESTIONS FOR THE STUDY

- Majority of the respondents are male category because Female needs some basic facilities and protection for their trip.
- Need to arrange more medical facilities and examination needed the tourists.
- Kerala Government takes more attention for the transport facilities.
- Announced best tour packages for the regular tourists.

- Kerala Government takes well initiate to announce the unknown tourist places to the public.

CONCLUSION

In India major income derived from the tourism. Here, the Kerala is a well known tourist place in south India. So, major fund allocated for the scheduled places in Kerala. Female population (38%) in tourist is very low compare to male category because they need more protection and basic facilities for their trip. So, make good arrangement for that, the strength of female may be increased. The students are very interested to visit the Kerala for their college time but they are needed more entertainment for their trip.

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